



Public Service Commission of Wisconsin

Daniel R. Ebert, Chairperson
Mark Meyer, Commissioner
Lauren Azar, Commissioner

610 North Whitney Way
P.O. Box 7854
Madison, WI 53707-7854

May 25, 2007

Ms. Marlene H. Dortcli
Office of the Secretary
Federal Communications Commission
445 12th St., S.W.
Washington, D.C. 20554

Re: Use of N11 Codes and Other Abbreviated Dialing
Arrangements

CC Docket No. 92-105

Information filing on the Designation of the 211 and 511
Abbreviated Dialing Codes in Wisconsin

Dear Ms. Dortch:

I am replying for the Public Service Commission of Wisconsin (PSCW) to the Federal Communications Commission's May 7, 2007, public notice seeking information regarding the designation of 211 and 511.

On May 28, 1998, the Information and Referral Petitioners' filed a petition with the Federal Communications Commission seeking the assignment of an abbreviated dialing code for access to community information and referral services.. At that time, the Information and Referral Petitioners argued that there was a widespread need for an easy to remember number for persons in crisis to use when seeking assistance with issues such as housing, utility service, food, hospice services, substance abuse programs and domestic violence. In March 1999, the U. S. Department of Transportation (U.S. DOT) filed a petition with the Commission for the assignment of an abbreviated dialing code to be used by state and local governments to deliver travel-related information to the public. At that time, travel information such as the status of roadway construction projects, accident locations and alternate traffic routes was provided by numerous government agencies across the country, often with each municipality and transportation agency having its own unique telephone number. The U.S. DOT argued that the widespread use of an abbreviated dialing code for travel-related information would reduce vehicular congestion and pollution, lower fuel consumption, provide superior traffic management and enhance roadway safety. On July 31, 2000, the Commission issued an order,¹ commonly referred to as the "211/511 Assignment Order," which designated 211 as the abbreviated dialing

¹ The Alliance of Information and Referral Systems, the United Way of America, United Way 211 (Atlanta, GA), United Way of Connecticut, Florida Alliance of Information and Referral Services, Inc. and the Texas Information and Referral Network.

² The Use of N11 Codes and other Abbreviated Dialing Arrangements, NSD-L-99-24; NSD-L-98-80; CC Docket No. 92-105, Third Report and Order and Order on Reconsideration, 15 FCC Rcd 16753 (2000).

code for access to community information and referral services and 511 as the abbreviated dialing code for access to traveler information services.

In that July 2000, order, the Commission also indicated that it would reexamine and reassess these abbreviated code assignments in the future. Thus, on May 7, 2007, the Commission released a public notice seeking comment on the status of the implementation of both the 211 and 511 abbreviated dialing codes to determine whether these codes are being utilized in the manner for which they were assigned. This filing will address how 211 and 511 have been used in Wisconsin.

The Status of 211 in Wisconsin:

The 211 abbreviated dialing code that provides access to community information and referral services has been implemented in Wisconsin.

Between November 21, 2001, and July 29, 2003, the PSCW granted 211 designation to five county-based information and referral providers in Wisconsin.³ Following those designations, the use of 211 was actually implemented in some locations. In March 2004, the PSCW granted the petition of an organization called 2-1-1 Wisconsin, Inc., to plan, implement and oversee the use of the 211 abbreviated dialing code throughout the State of Wisconsin, in accordance with the standards established nationally by the Alliance of Information and Referral Systems. Each of the previously designated 211 providers were incorporated into the new statewide system and maintained their authority to serve the areas already assigned to them, as well as any additional areas assigned by 2-1-1 Wisconsin. The 211 abbreviated dialing code for access to community information and referral services is being actively used and has enjoyed widespread support throughout Wisconsin.

The Status of 511 in Wisconsin:

The 511 abbreviated dialing code is expected to be implemented in Wisconsin by the fall of 2008.

On August 18, 2006, the Wisconsin Department of Transportation (WisDOT) filed a petition with the PSCW asking that it be designated the 511 provider to deliver travel-related information throughout the state of Wisconsin. The WisDOT indicated that it was in the process of developing a system which will provide real-time information on construction and closure activity, traffic accidents, congestion, public transportation, winter road conditions, traveler services and special events, as well as AMBER Alert, emergency/evacuation operations and access to neighboring 511 information systems. WisDOT anticipates that a 511 system will offer numerous benefits to travelers in Wisconsin including reduced traffic incidents, improved travel time and reduced fuel consumption and vehicle emissions. In addition, as a state agency,

³ On November 21, 2001, the PSCW granted 211 designation to the Milwaukee 211 Stakeholders Council for Milwaukee County, the United Way of Dane County for Dane County, and the Waukesha County Stakeholders Group for Waukesha County. On April 23, 2002, the PSCW granted 211 designation to the Racine Collaborative for Racine County and on July 29, 2003, the PSCW granted 211 designation to the First Call for Help-La Crosse.

WisDOT expects to benefit through the reduction of labor intensive processes which are currently in place to disseminate traveler information through manual and uncoordinated means.

In April 2007, the PSCW issued an order granting WisDOT's petition to develop, implement and oversee the use of the 511 abbreviated dialing code in Wisconsin to provide traveler information services. WisDOT anticipates that a fully operational system will be available to all Wisconsin travelers by the fall of 2008.

Conclusion:

The PSCW has designated these valuable numbering resources consistent with the Commission's 211511 Assignment Order. Wisconsin residents in need of various social service programs have enjoyed the convenience of 211 information and referral services since late 2001. In addition, the PSCW anticipates that Wisconsin travelers will benefit from easy access to a variety of travel-related information by the fall of 2008.

If you need additional information, please feel free to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "Gary A. Evenson", with a long horizontal flourish extending to the right.

Gary A. Evenson

Administrator

Telecommunications Division

GAE:KLB:klh:DL:documents/utilities/5-TN-104/Correspondence